

UNESCO TEACHING AND LEARNING FOR A SUSTAINABLE FUTURE

MODULE 16 | SUSTAINABLE TOURISM

Activity 1 - The rise of tourism

Q1: Name one place in your country and one in another country where the four types of tourists, are likely to visit.

Type of tourist	Place likely to visit	
	In your country	In another country
Mass tourist		
Elite tourist		
Explorer		
Alternative tourist		

Q2: Which of these four kinds of tourists might have the least harmful impact on the cultures and environments of the places they visit? Why?

Q3: Which category would you like to visit your community for a holiday? Why?

Activity 2 - The benefits and problems of mass tourism

Q4: What criteria did you use to evaluate the effects of mass tourism in the interaction.

Q5: How do the effects you judged to be 'A Benefit' reflect the four principles of sustainable living.

Economic sustainability: Appropriate development	
Social sustainability: Equity and peace	
Environmental sustainability: Conservation	
Political sustainability: Democratic participation	

A case study of mass tourism - Tourism images of Thailand.

Q6: The Description

What aspects of Thailand are highlighted in these images?

What have the writers assumed tourists want? What category of tourist is this?

How successfully does the material stimulate your interest? How does it do this?

Are there things you might want to do in Thailand which are not mentioned? If so, why might these have been omitted?

Q7: The Images

What is the dominant image of Thailand in the six 'constructions'? Does this image reflect the variety of life in Thailand - or might it reflect a stereotype?

What images of Thai people are presented?

How well do you think Thai people would recognise themselves in the images? Why?

Does the image in any way enhance or demean their standing as human beings?

Q8: The Effect of Images

How might the 'constructed' image feed back into the construction of the environment and life in Thailand?

What kind of environment might the realisation of these images create?

What impact would this have on the life and work of the Thai people?

Activity 3 - The benefits and problems of ecotourism

Case studies of rainforest ecotourism

Q9: Do rainforests benefit from ecotourism? Identify some aspects of ecotourism in the Rwandan case study that are:

Benefits	
Problems	
Both a benefit and a problem	
Neutral in effect	

Q10: Can ecotourism harm the rainforests? Identify some aspects of ecotourism in the Costa Rican case study that are:

Benefits	
Problems	
Both a benefit and a problem	
Neutral in effect	

Q11: Do ecotourism affect the people of the rainforest? Identify some aspects of

ecotourism in the Brazilian case study that are:

Benefits	
Problems	
Both a benefit and a problem	
Neutral in effect	

Q12: Identify an example of cultural and historical tourism in your country or continent.

Cultural tourism	
Historical tourism	

Q13: Identify possible benefits and problems of these forms of alternative tourism.

Possible benefits	Possible problems

Activity 4 - Being an enlightened traveller

Q14: Identify two actions that could address any problems related to tourism in your own country? Are there barriers to implementing these suggestions? Is there any way you and your students could help to implement any of these actions?

Actions	Barriers	What we can do
1.		
2.		

Activity 5 - Teaching about ecotourism

Q15: What were the two wisest decisions you made in the simulation? Why?

Wise decisions	Reason
1.	
2.	

Q16: Name two not-so-wise decisions that you made. Why were they not-so-wise?

Not-so-wise	Reason
1.	
2.	

Q17: To what extent can ecotourism contribute to the four principles of sustainable human development? Why?

Economic sustainability: Appropriate development	
Social sustainability: Equity and peace	
Environmental sustainability: Conservation	
Political sustainability: Democratic participation	

Q18: Identify (i) a grade level and (ii) a syllabus topic where you might be able to include this simulation in your teaching.

Grade level	
Syllabus topic	

Q19: How could you use the simulation if you did not have computer access for your class?

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Activity 6 - Reflection

Q20: Identify four defining characteristics of sustainable tourism.

1.
2.
3.

4.

Q21: List the key message you will take away from each of the five activities you have completed.

Activities	Key message/s
1. The rise of tourism	
2. The benefits and problems of mass tourism	
3. The benefits and problems of ecotourism	
4. Being an enlightened traveller	
5. Teaching about ecotourism	

Q22: The topic of sustainable tourism has great potential in education for a sustainable future. List four points that you would include in a rationale for including sustainable tourism in the curriculum.

1.
2.
3.
4.

Q23: How do the points in your rationale relate to the four points in the model rationale?

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